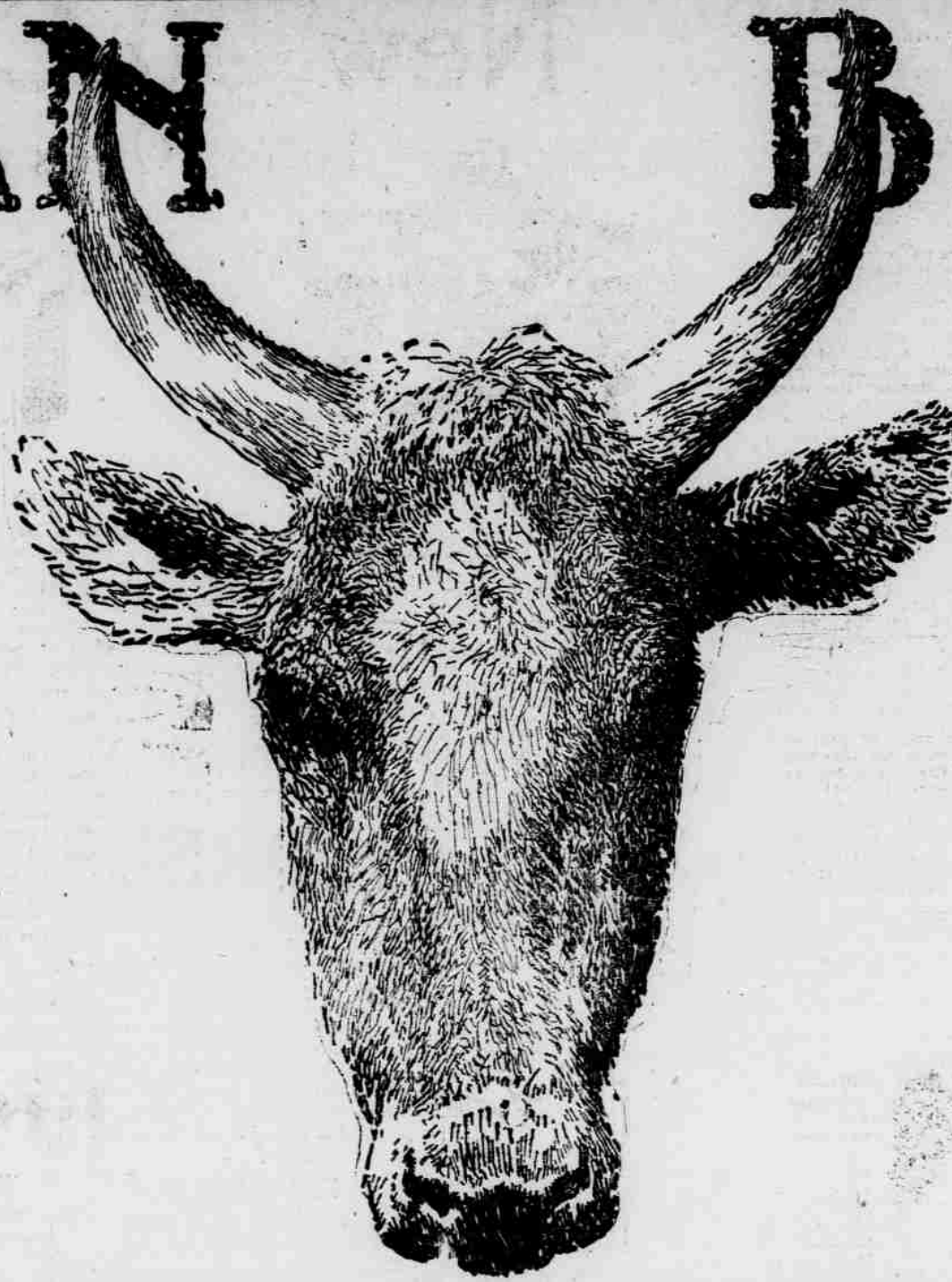


# CUBAN BEEF



## AND THE OPPORTUNITY IT OFFERS THE AMERICAN INVESTOR

Do you know that Cuba is the richest country in the world?

Do you know that the Money circulation today in Cuba is \$200 per capita against \$54.86 in the United States?

THE Barlow-Cuba Company of Havana, with holdings in Cuba appraised at over \$4,000,000, has established at 4 East 43d Street its headquarters in the United States, and will endeavor to make Cuba better known to the people of New York and other American cities.

We want you to know something about the remarkable development of Cuba in the past few years, and what this development means for the future.

"Cuba, the World's Sugar Bowl"—"Cuba, the Land of Opportunity"—"Cuba, the real Treasure Island"—"Cuba, the Modern Land of Promise"—that is what Cuba is, and more, too. Not because dreamers say so; not only because the army of tourists who enjoy its hospitality and sunshine in ever-increasing numbers praise it with such enthusiasm, but also because commercially, industrially, financially, Cuba has found itself and proved itself.

And yet this is only the beginning of Cuba's prosperity, thanks to the enterprising spirit of the Cubans themselves, and to American guidance and co-operation.

Fortunes have been and are being made in Cuba, and even greater fortunes will be made there in the immediate future, because the real development, the intensive expert development of Cuba is only just starting.

### Cuba, the World's Sugar Bowl!

In 1911 sugar exported from Cuba was sold for \$82,342,835. In 1917 sugar exports amounted to \$216,800,000.

The crop for this year, 1919, is officially estimated as being worth \$491,761,547, not including \$5,000,000 worth of molasses.

To appreciate what these sugar exports signify to the economic life of Cuba, picture by comparison the vast fleets sailing in and out of New York, Baltimore, Boston, New Or-

leans, Galveston, San Francisco, Seattle and all other ports of the United States carrying wheat and other grains, beef and other packing house products, lumber and forest products, iron and other mine products, cotton and machinery and other manufactures, with innumerable other items. All these United States exports carried by all these ships were valued, per capita, at

In 1914—\$22

In 1917—\$57

The Cuba Sugar Exports were valued, per capita, at

In 1917—\$113

And the tobacco crop has averaged \$50,000,000 annually for the last ten years.

Think what all this means for the future of Cuba!

In 1907 Cuba had a population of 2,048,980. Today it has a population of 2,803,123. Spanish misrule retarded its natural growth. Only one-eleventh of the productive land is yet in cultivation. If it had the same density of population as Porto Rico, its population would be 15,140,330; as Java, 27,299,195.

It is estimated that Cuba will receive this year from the United States an additional \$20,000,000 to cover undeveloped industries.

To sum up, Cuba is rich, is tremendously underpopulated, undeveloped. Cuba has a vast surplus acreage of agricultural lands, mineral lands, timber lands, cattle lands, etc., utterly untouched. Can you imagine any other country of Cuba's size that offers today greater opportunities for manufacturers, exporters and investors?

These are a few of the facts that the Barlow-Cuba Company knows definitely about Cuba. We also want you to know the facts about the Barlow-Cuba Company itself—who is back of it, and what the Company intends to do.

### The Builders of Modern Cuba

J. E. Barlow, President of the Barlow-Cuba Co.

The builders of modern Cuba are building on permanent foundations. They are builders in the big sense—industry builders—fortune builders—men of keen experience and broad vision—modern pioneers and producers.

Mr. J. E. Barlow, President of the Barlow-Cuba Company, is one of these men. He has successfully developed great properties in Havana. In the twenty years of his residence there, he has built up big earnings, not only in his own interests, but in the interests of all those fortunate enough to have been associated with him.

The Barlow-Cuba Company, under Mr. Barlow's personal direction, offers its services to manufacturers, exporters and investors.

### The Barlow-Cuba Company's Service to Manufacturers and Exporters

Do you, as manufacturers and exporters, really know Cuba? Do you understand the Cubans?

### LETTER FROM J. E. BARLOW

The name of the Barlow-Cuba Company is the result of my twenty years' experience on the island of Cuba and the reputation I have gained during that time. We feel proud of that name.

One of the main functions of the Barlow-Cuba Company is to establish closer business relations between Cuba and the United States. If you are an exporter and wish to enlarge your trade with Cuba, we shall be glad to have you enter with us.

If you are a manufacturer and want to open up a branch factory or arrange for representation in Cuba, we shall be glad to discuss your problems with you and give you the benefit of our advice.

If you are an investor we shall be glad to give you information regarding Cuban properties in which the Barlow-Cuba Company is interested.

Our first offering is \$500,000 of the 8 per cent cumulative preferred stock of the Three Rivers Cattle Company at a par value of \$100 per share, with which, for a limited time only, we shall give a bonus of one share of common stock at a par value of \$100 per share, for every share of the preferred stock subscribed for.

I recommend the purchase of this stock.

(Signed) J. E. BARLOW.

## BARLOW-CUBA CO.

J. E. BARLOW, President

Home Office:

Bernaza No. 3, Havana, Cuba

New York Office: 4 East 43rd Street

They are an admirable and loyal people. Remember what the Cuban Government did when we declared war on Germany? Without a dissenting voice the Cuban Government declared war the following day.

Cuban admiration and respect for Americans has been increased one hundred fold since we went into the war. This is the opportune moment to enter the Cuban market in a big way.

The Barlow-Cuba Company has established headquarters at 4 East 43d Street under a seventeen-year lease. The Barlow-Cuba Company offers its services to manufacturers and exporters. The executives of the Company will be glad to discuss your problems with you here in New York and to serve you at the home office in Havana. It will pay you to call at the Barlow-Cuba Company building. The advice we are able to offer you, based on over twenty years of successful business experience in Cuba, should prove valuable to you, and is yours for the asking.

### The Barlow-Cuba Company's Service to Investors

One of the purposes of this Company is to place American securities in Cuba and Cuba securities in the United States.

The Barlow-Cuba Company, with holdings in Cuba showing an appraised value of over four million dollars, feels that it is well qualified to advise American investors as to the best investment opportunities which Cuba offers. The opportunities for investment in Cuba today are enormous, and should yield, under proper financing and management, exceptionally big profits.

As its first offering to American investors the Barlow-Cuba Company announces that it has for sale by public subscription \$500,000 of the Cumulative 8 per cent, preferred stock of the Three Rivers Cattle Company at a par value of \$100 per share, with a bonus, for a limited time only, of one share of common stock for every share of preferred stock subscribed for.

### The Three Rivers Cattle Company

Frederick E. Lykes, President

The Three Rivers Cattle Company owns 33,400 acres of land in the Province of Oriente, Cuba. This land was previously owned by the Corona Sugar Company, and we have in the New York office of the Barlow-Cuba Company a complete and detailed report and description of this property made by the J. G. White Management Corporation, 43 Exchange Place, New York. We shall be glad to show you this report on request.

Mr. Frederick E. Lykes, Senior Member of Lykes Bros., Inc., cattle men for two generations in Florida and Cuba, is President of the Three Rivers Cattle Company.

Mr. Jose Estrada Palma, himself a practical cattleman, and son of the first President of Cuba, is actively interested in the Company.

Mr. J. E. Barlow, President of the Barlow-Cuba Company, is a director of the Three Rivers Company, in charge of the financing in New York on behalf of the Three Rivers Cattle Company.

The reputation and financial standing of Lykes Brothers, Inc., needs little comment. They are successful cattle raisers in Cuba, and have a New York Office at 25 Beaver Street. The fact that the Three Rivers Cattle Company will be directly under the management of Mr. Lykes should assure its success. Lykes Brothers, Inc., are only going to do with the Three Rivers Cattle Company's property what they have done with other properties under their management which have been developed with remarkable success.

The Cuban demand for cattle is so good that they can readily be sold at any time right in the ranch corrals at the Havana market price, less freight, and often at higher prices.

Cattle thrive prodigiously on it, and it produces a grade of The Parana grass, once planted, requires no replanting for 50 years in taken care of and improves the soil instead of impoverishing it.

Cattle thrive prodigiously on it, and it produces a grade of beef unsurpassed by any other feed on which beef can be fed and fattened without stall feeding.

The climate of Cuba is such that no shelter is required for animals, and the grass grows 365 days in the year.

In Cuba cattle can be fed and fattened on only 1-2 acre per head per year on these pasture lands, as against from about 4 to 20 acres per year in the cattle raising sections of the United States.

A factor of considerable importance regarding the Three Rivers Cattle property is that it is said to be the largest single block of desirable cattle land now available in Cuba.

The Three Rivers Cattle Company is capitalized at \$2,000,000, one million dollars preferred stock and one million common.

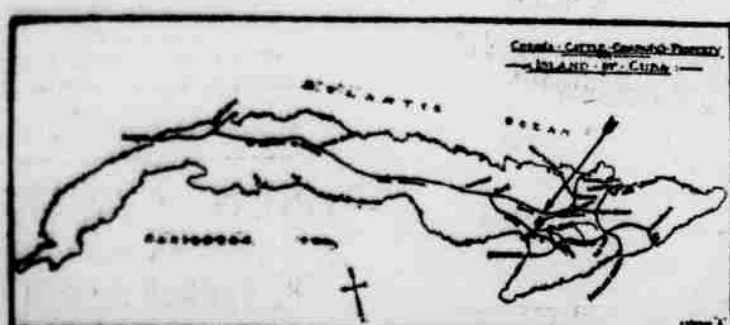
The Barlow-Cuba Company offers \$500,000 worth of Cumulative 8 per cent, preferred stock in the Three Rivers Cattle Company at \$100 per share par value, and for a limited time only, will give as a bonus with each share of preferred stock, one share of common stock at \$100 per share par value. In addition to the 8 per cent, dividends on the preferred stock, the common stock should show good earnings.

The money received from the sale of this stock will be devoted to the proper clearing of the land of the Three Rivers Cattle Company property and to the stocking of that land with cattle.

We feel that we cannot offer any more promising investment either for the small or large investors than these shares in the Three Rivers Cattle Company, and we cordially suggest that you call at the United States headquarters of the Barlow-Cuba Company, 4 East 43d Street, New York, or write to us at this address.



United States Headquarters of the Barlow-Cuba Company, 4 East 43rd St., New York City.



Above—Map of Three Rivers Cattle Property, on the Eastern Part of the Island. Below—Map of Cuba with Arrow Pointing to Property.